

COMMUNICATOR

QUARTERLY

TICHENOR MEDIA SYSTEM

FALL 1991

KCOR WINS COVETED MARCONI AWARD AT NAB CONVENTION

Radio station KCOR received the coveted Marconi Award given each year to the station demonstrating the greatest degree of excellence in its format. KCOR was one of five finalists chosen from a field of more than 100 stations. "I am proud to accept this national award on behalf of KCOR and all the wonderful people past and present who worked so hard to earn it," stated Jimmy Jiménez, KCOR General Manager.



Jimmy Jiménez, KCOR General Manager, received the Marconi Award for radio station KCOR.

La emisora KCOR recibe el codiciado Marconi Award que se otorga cada año a la emisora que demuestre el nivel más alto de excelencia en su categoría. KCOR fue una de las cinco finalistas seleccionadas en un campo de más de 100 emisoras. "Estoy orgulloso de aceptar este premio nacional en representación de KCOR y de toda los maravillosos colaboradores presentes y pasados quienes han trabajado intensamente para merecerlo," declaró Jimmy Jiménez, Gerente General de KCOR.

WOJO WINS ESTEEMED CRYSTAL AWARD AT NAB CONVENTION

Radio station WOJO was one of only two stations nominated for the Crystal Award which is presented annually to the station making the greatest contribution to its community. WOJO, only the second Spanish-language station to be nominated, was honored with the pres-



Chuck Brooks, General Manager of WIND/WOJO, received the Crystal Award for radio station WOJO.

tigious Crystal Award at the NAB convention in San Francisco. "We at WOJO take our responsibility to serve the community very seriously," commented Chuck Brooks, WIND/WOJO General Manager. "That is why we place such importance on being the main source of information for our listeners, not only in news coverage but also through public affairs programming and support of grass-roots organizations. Winning this prestigious award reinforces our commitment to the local community and its activities."

La emisora WOJO fue una de solamente 10 emisoras nominadas para el Crystal Award el cual es presentado anualmente a la emisora que más haya contribuido con su comunidad. WOJO

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WOJO WINS FOUNDER'S TROPHY FOR THE SECOND QUARTER

Radio station WOJO was awarded the acclaimed Founder's Trophy for the second quarter of 1991. Based on an exemplary performance in what can best be described as a recessionary market, WOJO exceeded its projections for gross revenue as well as net operating income. In addition, WOJO surpassed its prior year revenue and net operating income.

La emisora WOJO fue premiada con el aclamado Founder's Trophy del segundo trimestre de 1991. WOJO excedió sus proyecciones de ventas brutas así como su ingreso neto con una ejemplar actuación en un mercado que sólo puede describirse como en recesión. Además WOJO superó sus ventas del año anterior y sus utilidades netas.

WHAT'S NEWS

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STATE FAIR
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**WQBA HEALTH FAIR
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ACTION NEWS TEAM UPDATE

On July 18-19, 1991, in Guadalajara, Jalisco, an event of major historic significance took place, and Action News Team was there to report it. The Heads of State of all Spanish speaking nations and two important Portuguese speaking countries met to discuss the present state of world affairs and its effect on their countries. Action News Reporter Mariano García fed up-to-the-minute

reports to news hub San Antonio which relayed the reports to all the stations.

En julio 18 y 19, de 1991 en la ciudad de Guadalajara, Jalisco, tuvo lugar un evento de gran significado histórico y nuestro equipo Noticiero en Acción estuvo presente para su reportaje. Los Jefes de Estado de todos los países de habla Hispana y

los dos más importantes de habla Portuguesa se reunieron para tratar la presente situación mundial y el posible impacto en sus naciones. Mariano García Reportero de Noticiero en Acción, transmitió reportes de último momento al centro de noticias de San Antonio quien retransmitió los reportes a todas las emisoras Tichenor.



Isabel Muñoz-Arrambide, WIND/WOJO Marketing Director, at the TMS and WIND/WOJO Booth at the United States Hispanic Chamber of Commerce Convention in Chicago, Illinois.



WIND News Director Luis de Gonzalez (left) interviewed José Niño, President of the United States Hispanic Chamber of Commerce, on the Chicago Al Día Program during the Chamber Convention.

CORPORATE CONTROLLER DELIVERS HIS SON AT HOME

Art Palacios, Auditor/Systems Manager at corporate headquarters, delivered his son Philip Michael on the living room couch with the help of his mother-in-law. Connie, his wife, was sent home from the hospital because the doctor thought the labor was false. Approximately four hours later, she began experiencing severe labor pains. Art called the ambulance service; however, his mother-in-law Juana told him there was no time - the baby was coming NOW! Art and Juana proceeded to deliver Philip who entered the world shortly before

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SPANISH ENTERTAINMENT NETWORK

Command Communications and Tichenor Media System, Inc., announced an agreement, in principle, to jointly produce and syndicate Spanish-language radio programs. The new venture is called Spanish Entertainment Network and is headquartered in Dallas. José Luis Madrigal, Vice President and General Manager of Spanish Information Service (SIS), a subsidiary of Command Communications, is managing the new venture. An affiliate lineup is being negotiated for the programs currently under production which include "Los 20 Grandes," a weekly two-hour music countdown show; "Pensando en Su Salud," a daily two-minute health program featuring Dr. Dan Guerra; and an additional two-minute vignette featuring the beauty expert internationally renowned Jean Michel, with beauty tips for women listenership. Numerous additional program offerings will be announced over the next several months, including coverage of the 1992 Olympics.

Command Communications y Tichenor Media System, Inc. anunciaron su acuerdo en principio, de producir y distribuir conjuntamente programas de radio en idioma Español. La nueva empresa se llama Spanish Entertainment Network y tiene su sede en Dallas. Jose Luis Madrigal, Vice-Presidente y Gerente General de Spanish Information Service (SIS), una subsidiaria de Command Communications dirige la nueva empresa. Se está negociando con un grupo de emisoras para el uso de programas en producción entre los que se incluye "Los 20 Grandes," un programa semanal de dos horas con los éxitos musicales de la semana; "Pensando En Su Salud" un programa diario de dos minutos sobre el tema de la salud con el Dr. Dan Guerra y otra viñeta de dos minutos presentando al internacionalmente famoso experto de belleza Jean Michel dando consejos de belleza al auditorio femenino. Durante los próximos meses se anunciarán otros programas incluyendo la posible cobertura de los Juegos Olímpicos de 1992.

WOJO/CHRYSTAL AWARD From page 1.

es sólo la segunda emisora en Español nominada y fue honrada con el prestigiado premio en la convención de la NAB en San Francisco. "Nosotros en WOJO tomamos muy seriamente nuestra responsabilidad de servir a la comunidad," comentó Chuck Brooks, Gerente General de WIND/WOJO "Es por eso que le damos tanta importancia a ser la fuente principal de información para nuestros radioescuchas, no solamente en cobertura de noticias sino también a través de la programación de asuntos de interés público y el apoyo a organizaciones comunitarias. "El ganar este codiciado premio refuerza nuestro compromiso con la comunidad y con sus actividades."

the paramedics arrived. The paramedics said that Art and Juana had done all the work. "Dr. Palacios" is now available for midwife services.

Art Palacios, Auditor y Gerente de Sistemas de la corporación, la hizo de partero en el nacimiento de su hijo Philip Michael en el sofá de la sala de su casa con la ayuda de Juana la madre de Connie. Connie, había sido regresada del hospital ya que el Doctor diagnosticó que era falsa alarma. Aproximadamente cuatro horas más tarde, Connie empezó con fuertes



dolores de parto. Art llamó a la ambulancia; pero su suegra se dio cuenta de que ya no había tiempo - el niño estaba naciendo ¡YA! Art y Juana se prepararon para recibir a Philip quien llegó al mundo poco antes de la llegada de los paramédicos. Los paramédicos dijeron que Art y Juana habían hecho todo. "El Doctor Palacios" se encuentra ahora disponible para servicios de partos.

PHILIP MICHAEL PALACIOS
Born May 22, 1991
Living Room Couch, Irving, Texas

MANAGERS SELECT SALES PERSONS OF THE QUARTER



**LEE PITLUK
KCOR**

Lee exceeded his projections by 39% and maintained his 60+ day accounts receivable under 5%.



**MARIA ZEPEDA
KGBT**

María landed 3 new accounts, eclipsed her third quarter projections by 41%, and preserved a 7% balance on her 60+ day accounts receivable.



**FREDDY CAVAZOS
KUNO**

Freddy generated 16 new accounts, had a 12% average outstanding 60+ day accounts receivable, and bettered his sales goals by 5%.



**DAVID DE LEON
KIWW**

Passing his third quarter projections by 47%, David placed 9 new accounts with KIWW. David has also kept his 60+ day accounts receivable in the negative.



**DOMINGO LOPEZ
KLAT**

Domingo obtained 8 new accounts for KLAT, preserved a 13% average 60+ day accounts receivable, and shattered his sales projections by 72%.

**LORETTA ANAYA
WQBA AM**

Loretta generated 6 new accounts for WQBA and passed her projections by 5%.



**OSCAR VARGAS
WOJO**

Oscar topped his third quarter goal by 9%, managed to preserve his 60+ day accounts receivable at 10%, and had 10 new accounts.



**EDGARDO CABEZAS
WADO**

Edgardo obtained 12 new accounts, sustained a 7% average on his 60+ day accounts receivable, and passed his goal by 14%.



**LAURA DE LA MATA
WIND**

Surpassing her third quarter goal by 15%, Laura gained 12 new accounts and had a 27% average for her outstanding accounts receivable for 60+ days.

NEW GENERAL MANAGER AT WADO

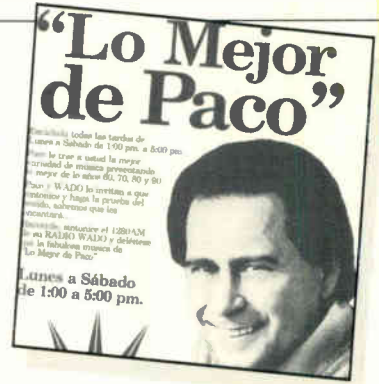
Carlos A. Rubio was appointed General Manager of WADO. Mr. Rubio, a highly competent broadcasting professional, has many years of experience in the broadcast industry. Previously National Sales Manager at Channel 41 for almost twelve years, Mr. Rubio has been affiliated with radio stations WSKQ AM/FM and Spanish Broadcast System, the parent company, in various managerial positions.



CARLOS A. RUBIO

Carlos A. Rubio fue nombrado Gerente General de WADO. El Sr. Rubio es un profesional altamente calificado con muchos años de experiencia en la industria de la radio y de la televisión. Anteriormente Gerente Nacional de

Ventas de Canal 41 por casi doce años, el Sr. Rubio ha estado afiliado con las radio emisoras WSKQ AM/FM y con Spanish Broadcasting System la compañía matriz, en diversos cargos gerenciales.



PACO "MANUEL" NAVARRO

The legendary Announcer Paco "Manuel" Navarro returned to WADO after a seven-year absence. From 1978 through 1984, Paco was the No. 1 Announcer in the New York market with a 20.1 share. He has been voted one of the Top DJs in America (Radio & Records) for five consecutive years. Paco will host Lo Mejor de Paco every afternoon, Monday through Friday.

El legendario locutor Paco "Manuel" Navarro regresó a WADO después de siete años de ausencia. De 1978 a 1984, Paco fue el locutor No. 1 en el mercado de Nueva York con una participación de 20.1. Él ha sido calificado como uno de los primeros DJ's en el país (Revista Radio & Records) por cinco años consecutivos. Paco será el anfitrión de "Lo Mejor de Paco" todas las tardes de lunes a viernes.



WADO personalities Dr. Orlando García and Lolita Forneja during the celebration of the Ecuadoran Parade in Queens, New York.

Malín Falú broadcast her show live from Central America the week of September 9 in celebration of the independence of these countries.



Radio station WADO staff members shown with the staff of President Supermarket during one of WADO's promotions.



The second annual Bud Fiesta took place with entertainment provided by Marisela, Los Mier, Selena y los Dinos, David Marez, Ram Herrera, Impacto Montemorelos, and local talent.



KBNA and its listeners celebrated Labor Day with Fiesta de las Flores. Shown is Norma Ortega, Miss KBNA AM & FM.

The Hidalgo Award winner for July was Carolina Gonzalez. Mrs. Gonzalez has donated her time and effort to helping senior citizens. Working with the Alamito Senior Citizen Center and Project Hungry, Mrs. Gonzalez is also president of Southside Nutrition Committee. She was instrumental in setting up a food committee for the elderly at Alamito.

In August, Gaspar Enriquez was selected as the Hidalgo Award honoree. Mr. Enriquez assists Hispanic youths in developing their creative talents. Each summer, Mr. Enriquez and the youth of El Paso paint murals on El Paso Housing Authority buildings. In addition, he is a member of Juntos Art Association, Art Administrators Network, and Los Portales Civic Association.

La ganadora del Hidalgo Award de Julio fue Carolina González. La Sra. González ha dedicado tiempo y esfuerzo a ayudar a ciudadanos mayores de edad. La Sra. González trabaja con el Alamito Senior Citizen Center y con el Project Hungry y además es Presidente del Southside Nutrition Committee. Ella fue instrumento clave, en la formación de un comité de alimentos para ancianos en el Alamito Center.

En agosto, Gaspar Enríquez fue honrado con el Hidalgo Award. El Sr. Enríquez ayuda a los jóvenes Hispánicos a desarrollar su talento creativo. Cada verano, el Sr. Enríquez y su grupo de jóvenes de El Paso, pintan murales en los edificios de El Paso Housing Authority. Además él es miembro de Juntos Art Association, Art Administrators Network y Los Portales Civic Association.

The Tejano Summer Concert Tour '91 came to El Paso with artists La Sombra, Roberto Pulido, Ram Herrera, Gary Hobbs and the Hot Sauce Band, and Johnny Canales. KBNA moved its Mexican Independence Day promotion outdoors this year. This family oriented event featured vendor exhibitions, food booths, and performances by Sunny Ozuna, Arturo Montes y Ternura, and La Fiebre. KBNA was the official radio station for the Vicente Fernandez concert. Over 12,000 El Pasoans enjoyed Vicente's concert and were treated to the professional debut of Vicente's son Alejandro.

The Tejano Summer Concert Tour '91, llegó al El Paso con los artistas La Sombra, Roberto Pulido, Ram Herrera, Gary Hobbs, el Hot Sauce Band y Johnny Canales.

KBNA celebró este año al aire libre, la Promoción de la Independencia Mexicana. Este evento familiar ofreció exhibiciones de los productos de los anunciantes, puestos de comida y las actuaciones de Sunny Ozuna, Arturo Montes y Ternura y la Fiebre. KBNA fue la emisora oficial para el concierto de Vicente Fernández. Más de 12,000 personas en El Paso disfrutaron del concierto de Vicente y del debut profesional de Alejandro, hijo de Vicente.



KBNA Announcer Lalo Hayen was sent to jail on September 2...however, General Sales Manager Kathy Clark was able to raise enough bail to release him. The funds were donated to the Muscular Dystrophy Association.



Consuelo Beltran (in the car) was the lucky winner of a 1991 Ford Escort. Dan Wilson, General Manager of KBNA, (left) and Pedro Skaggs, KBNA Program Director, shown giving Ms. Beltran the keys to her new car.

KBNA and Pep Boys sponsored a promotion for Alemite CD-2, a new engine wear protector. El Paso was selected as a test market and KBNA as the official radio station. The campaign included commercials, sponsorship of bridge and traffic reports, and remote broadcasts. Shown left to right are: Kathy Clark, KBNA General Sales Manager; Cliff Thomas, World Lightweight Kickboxing Champ; and Mario Castillo.



EL PASO NEWS



Pedro Skaggs, KBNA Program Director, and Hidalgo Award recipient Gaspar Enriquez.

KBNA has retained the services of Raymond Mesa as a programming consultant. Mr. Mesa will work closely with Pedro Skaggs, KBNA Program Director. In addition to his consulting business, Mr. Mesa is also the weekend news anchor for a local ABC affiliate in El Paso.

KBNA ha contratado los servicios de Raymond Mesa como Consultor de Programación. El Sr. Mesa trabajará estrechamente con Pedro Skaggs, Director de Programación de KBNA. Además de su negocio de consultoría el Sr. Mesa es el presentador de noticias del fin de semana para la afilida de ABC en El Paso.



GINA RODRIGUEZ

Gina Rodriguez joined the Sales Department of KBNA as an Account Executive. A native of Mexico City, Gina graduated from the University of Texas, El Paso, with a Bachelor of Arts degree in Radio/Television Broadcasting. Gina has work experience in Spanish radio as an Announcer and Production Director. Gina has one daughter, Appolonia.

Gina Rodríguez se integró al Departamento de Ventas de KBNA como Ejecutiva de Cuentas. Originaria de la ciudad de México, Gina se graduó de la Universidad de Texas, El Paso, recibiendo un B.A. en Radio y Televisión. Tiene experiencia en la radio Hispana como Locutora y Directora de Producción. Gina tiene una hija que se llama Appolonia.

BIRTHDAY GREETINGS:

JULY

Monica Macias

AUGUST

Lalo Hayen

Ricardo Gallegos

Lalo Ordaz

KIWW NEWS



Over 8,000 people attended El Concierto Grande sponsored by KIWW, Big Bubba Productions, and Miller Beer. The concert, held on August 11, featured Oscar Leonard y La Mafia, Ramon Ayala, and Linda V. and the Boys.



KIWW hosted its Cocktail Party honoring its annual clients in anticipation of their eight-day trip to Hawaii.



The KIWW booth at its Diez y Seis de Septiembre with Aminta Flores, Account Executive; Lucy Ramirez, McAllen Office Receptionist; and Mando San Ramon, Announcer.



Rogelio Botello, KGBT/KIWW Program Director, shown with Selena from Selena y Los Dinos, and Gail Durham, KIWW General Manager.

NEW GENERAL SALES MANAGER AT WOJO



JAMES PAGLIAI

James Pagliai was named General Sales Manager of WOJO in July. James began his sales career in 1969 as an Account Executive with the Chicago Tribune and won the prestigious Campbell Sales Award for Salesman of the Year in 1972. In 1973 he joined Blair/RAR Radio Chicago as an Account Executive and was promoted to Sales Manager of the Chicago office. As Account Executive, he was top biller for eleven consecutive years. In 1984, he was promoted to Vice President and Midwest Regional Manager of Blair/RAR Radio Chicago. Additionally, James was also Blair's Sports Sales Manager for the Midwest and Western Regions.

James Pagliai fue nombrado Gerente General de Ventas de WOJO en Julio. James inició su carrera en ventas en 1969 como Ejecutivo de Cuentas con el Chicago Tribune y en 1972 ganó el prestigiado Premio Campbell como Vendedor del Año. En 1973 se unió a Blair/RAR Radio Chicago como Ejecutivo de Cuenta y más tarde fue ascendido a Gerente de Ventas de la Oficina de Chicago. Como Ejecutivo de

Cuenta el fue quien logró la mayor facturación durante once años consecutivos. En 1984 fue nombrado Vice-Presidente y Gerente Regional Midwest de Blair/RAR Radio Chicago. Además James era Gerente de Ventas para Blair Sports para las regiones del medio oeste y del oeste.



JAVIER SALGADO

Javier began working at WIND in May and was named Program Host of the morning show. Hector who is responsible for the evening show, came to WIND from educational radio WCYC which transmits from the heart of the Mexican community Little Village.

WIND ha agregado dos nuevas personalidades a su Departamento de Programación: Héctor Lozano y Javier Salgado.

WIND has included two new talents in its Programming Department: Hector Lozano and Javier Salgado. Javier began working at WIND



HECTOR LOZANO

Javier empezó a trabajar en WIND en mayo y fue nombrado Locutor Anfitrión del programa matutino. Hector, quien está encargado del programa de la noche, viene de la emisora educativa WCYC la cual transmite desde el centro de la comunidad Mexicana La Villita.



JIM ALLEN

Chicago stations WLOO-FM and WNUA/WRXR/WMET

Jim Allen ingresó al Departamento de Ventas de WOJO como Ejecutivo de Cuentas. Durante los últimos tres años, Jim estaba en el Departamento de Ventas en WCIU-TV Canal 26. Anteriormente, Jim ocupó en Chicago, puestos en Ventas en las emisoras WLOO-FM y WNUA/WRXR/WMET.

WIND and Dr. Pepper successfully co-sponsored an eight-week promotion entitled "WIND & Dr. Pepper Le Pagan La Renta." WIND listeners registered at various retail locations and were randomly selected by WIND Announcers. If selected, their rent was paid. Over \$10,000 were given away.

WIND y Dr Pepper co-patrocinaron exitosamente una promoción de ocho semanas llamada "WIND y Dr. Pepper Le Pagan La Renta." Los radioescuchas de WIND se inscribieron en varias tiendas y los nombres fueron seleccionados al azar por locutores de WIND. Los ganadores tienen la renta pagada. Fueron regalados más de \$10,000.



WOJO and Coca-Cola co-sponsored the promotion Pegue y Gane. Shown left to right are winners Eulogio, Sandra, and their son with Oscar Vargas, WOJO Account Executive.

WIND AND WOJO NEWS

WOJO and Miller Lite culminated their promotion at Concordia Restaurant with the first place winner receiving a trip to the taping of Sabado Gigante show in Miami plus spending money and a Miller jacket. The second and third place winners received \$500 cash and a jacket.

WOJO y Miller Lite culminaron la promoción en el restaurante Concordia con el ganador del primer lugar quien recibió un viaje a la grabación del programa Sábado Gigante en Miami, dinero para gastos y una chaqueta Miller. Los ganadores del segundo y tercer lugar recibieron \$500 en efectivo y una chaqueta.



Javier Salgado, WIND Announcer, shown awarding the winner of the Industri del Amor promotion with two airline tickets to Los Angeles.



WOJO Program Director Alberto Augusto with the 2nd place winner of the Miller Gold Patrol promotion.



Miller Gold Patrol Girl 1st place winner with Alberto Augusto, WOJO Program Director.

KCOR NEWS

KCOR proudly presented its ninth Annual Hispanic State Fair. Super stars performing at the Fair included Ramon Ayala, Pandora, Suzy Gonzalez, New Variety Band, Grupo Raya, Grupo Imagen, Izamar, Fito Olivares, Selena y Los Dinos, Mariachi Los Charros, Los Villanos, Grupo Anheló, Los Medinas, and Jorge Alejandro y La Paz. The Fair

featured free samples, great food, and exciting games for the entire family.

KCOR con orgullo presentó su Novena Anual Hispanic State Fair. Entre las super estrellas que se presentaron en la Feria estaban Ramón Ayala, Pandora, Suzy González, New Variety Band, Grupo Raya, Grupo Imagen,

Izamar, Fito Olivares. Selena y Los Dinos, Mariachi Los Charros, Los Villanos, Grupo Anheló, Los Medinas y Jorge Alejandro y La Paz. En la Feria hubo muestras gratis, deliciosa comida y emocionantes juegos para toda la familia.

9th ANNUAL HISPANIC STATE FAIR



KCOR Promotions Director Martha Cuellar, the group Pandora, and KCOR General Manager Jimmy Jiménez.

KCOR Announcer Pepe Lupe Duarte welcomed over 50,000 listeners to the Fair.





KCOR listeners enjoyed the live performances of the Fair.



Selena y Los Dinos performed for the crowd.

The Hidalgo Award for the month of July was awarded to the Hurtado Family. JoAnn and Raul were selected among several other candidates because of their work as foster parents. For two months, Raul and JoAnn provided love and attentive foster care to twins born prematurely. After receiving special training in the care of premature babies, JoAnn and Raul visited the children who required constant monitoring. The emotional and physical demands were tremendous, but the Hurtados handled it with calmness and control. "We cannot think of anyone more deserving of your Award, and we thank you for this opportunity to nominate Raul and JoAnn Hurtado and their family," stated Dorothy H. Barkley from the Texas Cradle Society.



The Hurtado family received the July Hidalgo Award from KCOR General Manager Jimmy Jiménez.

fueron enormes, pero los Hurtado lo manejaron con calma y control. "No podemos pensar en nadie más merecedor de esta distinción y les agradecemos esta oportunidad para nominar a Raul, a JoAnn Hurtado y a su familia" declaró Dorothy H. Barkley del Texas Cradle Society.

El Hidalgo Award para el mes de julio fue otorgado a la familia Hurtado. JoAnn y Raul fueron seleccionados entre varios candidatos por su trabajo como padres adoptivos. Durante dos meses Raul y JoAnn dieron amor y cuidado a mellizos prematuros. Después de recibir entrenamiento especial en el cuidado de bebés prematuros, JoAnn y Raul visitaban a los mellizos que requerían continua vigilancia. Las exigencias físicas y emocionales

Rolando L. Rios, Esquire, received the August Hidalgo Award. Born and reared in San Antonio and a Vietnam veteran, Mr. Rios graduated from the Georgetown Law Center in Washington D.C. Mr. Rios is an outstanding attorney who has won over sixty civil rights cases on behalf of Hispanics. In addition, Mr. Rios has served on the Board of Directors of the Guadalupe Cultural Arts Committee since its inception in 1981.

Hidalgo Award Recipient Rolando L. Rios and KCOR General Manager Jimmy Jiménez



Rolando L. Ríos, recibió el Hidalgo Award de Agosto. Nacido y criado en San Antonio y veterano de Vietnam, el Sr. Ríos se graduó del Georgetown Law Center, Washington D.C. El Sr. Ríos es un destacado abogado quien ha ganado más de sesenta casos de derechos civiles para clientes Hispánicos. Además el Sr. Ríos ha servido como miembro de la Junta Directiva del Guadalupe Cultural Arts Committee desde su formación en 1981.

KCOR presented Efrain Jiménez with the Hidalgo Award for September. Mr. Jiménez's strong desire to give back to his community has made him an outstanding Foster Grandparent volunteer at Medical Center Hospital. Providing



September Hidalgo Award recipient Efraín Jiménez and KCOR General Manager Jimmy Jiménez.

comfort and reassurance to young patients whose parents cannot be with them, Mr. Jiménez aids in a speedy recovery. Mr. Jiménez works with injured or terminally ill children and has a special rapport with non-English speaking children. Mr. Jiménez volunteered over 1,044 hours in 1990.

KCOR presentó a Efraín Jiménez el Hidalgo Award de septiembre. El deseo intenso del Sr. Jiménez de recompensar a su comunidad, le ha convertido en un destacado Abuelo Adoptivo voluntario en el Medical Center Hospital. Proporcionando consuelo y apoyo a pacientes jóvenes, cuyos padres no pueden estar con ellos, el Sr. Jiménez les ayuda a tener una pronta recuperación. El Sr. Jiménez trabaja con niños heridos o fatalmente enfermos y tiene una especial habilidad con niños que no hablan inglés. Durante 1990 el Sr. Jiménez dedicó en forma voluntaria más de 1,044 horas.

Paco Lara, KCOR Announcer, participated for the second time in the Eleventh Annual Via Metropolitan Transit "Celebrity Bus Rodeo" Competition. Paco drove a 40-foot bus with skill and finesse to finish 9th out of 30 other local politicians, media personalities, and local celebrities.

Paco Lara, locutor de KCOR participó por segunda vez en el onceavo anual "Celebrity Bus Rodeo" Competition del Via Metropolitan Transit. Paco manejó un camión de 40 pies con adiestra-

miento y precisión para llegar en 9º lugar entre 30 otros; políticos de la localidad, personalidades de los medios y celebridades locales.

Diez y Seis de Septiembre was celebrated by KCOR and its listeners at La Villita with live entertainment provided by La Mafia, Guadalupe Pineda,

Esmeralda, Los Palominos, Leo Tropical, and Mariachi Los Charros.

El 16 de septiembre fue celebrado por KCOR y sus radioescuchas en La Villita con la presentación de artistas como La Mafia, Guadalupe Pineda, Esmeralda, Los Palominos, Leo Tropical y Mariachi Los Charros.



La Mafia performed before the crowd at Diez y Seis de Septiembre.

Guadalupe Pineda serenaded her fans during her concert.



United San Antonio Hispanic Media Association, a new Hispanic media association, was formed to measure accurately the impact of advertising on the consumption of consumer goods of the Hispanic population of San Antonio. Radio stations KCOR and KVAR and television stations KVDA, KBY, and KWEX founded the association and have commissioned a major research project which will detail the spending habits of Hispanics as compared to media advertising. It is USAHM's intent to be a statistical data base for advertisers and to address questions regarding cultural ties and language usage. More than fifty percent of the population in San Antonio is Hispanic, making it the largest city in

the nation with a Hispanic majority. According to the 1990 census, the Hispanic population of San Antonio grew by 60% during the last decade. With more than 700,000 Hispanics living in Bexar County, San Antonio is now the fourth largest Hispanic market in the country.

United San Antonio Hispanic Media Association, una nueva asociación de los medios, fue formada para medir con precisión el impacto de la publicidad en la compra de productos de consumo entre la población Hispana de San Antonio. Las emisoras KCOR y KVAR y los canales de televisión KVDA, KBY y KWEX formaron la asociación y han encargado un amplio proyecto de

investigación para determinar los hábitos de compra de los Hispanos, en relación con la inversión en medios publicitarios en Español. Es la intención de USAHM el crear una base de datos estadísticos para los anunciantes y enfocarse a dudas sobre ligas culturales y uso del idioma. Más del 50% de la población de San Antonio es Hispana, convirtiéndola en la ciudad más grande en los Estados Unidos con una mayoría de residentes Hispanos. Según el censo de 1990 la población Hispana de San Antonio creció en un 60% entre 1980 y 1990 y hoy en día. Con más de 700,000 Hispanos viviendo en el condado de Bexar, San Antonio es ahora el mercado Hispano número cuatro en toda la nación.



ELIZABETH VALDEZ

Elizabeth Valdez joined KCOR's Sales Department as an Account Executive. Bringing four years of experience to KCOR, Elizabeth was the Retail Manager at Goodman Brothers Corporation. Elizabeth who attended Our Lady of the Lake University is married and has a two-year old son.

Elizabeth Valdez se integró al Departamento de Ventas de KCOR como Ejecutiva de Ventas. Trayendo cuatro años de experiencia a KCOR, Elizabeth era Gerente de Ventas al Detalle de Goodman Brothers Corporation. Elizabeth asistió a Our Lady of the Lake University. Es casada y tiene un hijo de dos años.

WQBA NEWS



HERB LEVIN NAMED GENERAL MANAGER OF WQBA AM & FM



MARIA ELENA LLANSA PROMOTED TO OPERATIONS MANAGER



CLAUDIA PUIG, GENERAL SALES MANAGER AT WQBA AM & FM



The Miami Dolphins and the Los Angeles Raiders played in Japan, and for the first time, the game was broadcast in Spanish live. Sports Announcers Roly Martin, Eduardo Luján, Rene Giraldo, and Sound Engineer Mario Ruiz traveled to Japan for the game. Shown left to right are Roly Martin, Rene Giraldo, and Eduardo Luján.

For over six years, the WQBA Health Fair has been a major event servicing the community with free blood analyses, eye examinations, and other medical checkups. The three-day event was moved to the Coconut Grove Convention Center due to the event's previous years of success. Live music was provided by top names in the Spanish-International entertainment world, and J.C. Penney/Vanidades hosted a fashion show. Thousands attended the event for the free sampling and health screenings as well as the raffled prizes.

Por más de seis años la Feria de la Salud de WQBA, ha sido un evento de gran importancia, ofreciendo a la comunidad análisis de sangre gratis, exámenes de la vista y otros servicios médicos. El evento de tres días se trasladó al Centro de Convenciones de Coconut Grove debido al éxito de años anteriores. Hubo música en vivo proporcionada por destacados artistas Hispanos del mundo de la música internacional. J.C. Penney y Vanidades patrocinaron un desfile de modas. Miles asistieron al evento obteniendo muestras gratis, exámenes médicos y participando en los sorteos.



The second Labor Day Extravaganza was a twelve-hour long colossal success. Held at Bayfront Park, over 100,000 people were entertained by renowned artists and bands, including internationally known Braulio and Miami's own Willy Chirino.

KUNO/KSAB NEWS

KUNO and KSAB hosted several festivals including RobFest, "The Pride of Robstown," the Annual Hispanic Festival, and Fiestas Patrias.



Over 50,000 spectators viewed the Veterans' Band of Corpus Christi during the Fiestas Patrias Parade.



KUNO and KSAB fans at the Annual Hispanic Festival.



Listeners of KUNO/KSAB filled Memorial Coliseum for Diez y Seis de Septiembre.



The KUNO/KSAB mobile studio led the Fiestas Patrias Parade.

KGBT NEWS



Hidalgo award recipient Nick Cantu and Martin Carrillo, KGBT News Director.



LUCILLE RAMIREZ

Lucille Ramirez joined the McAllen Sales Office of KGBT and KIWW as a part-time Receptionist. Lucy is currently attending the University of Texas - Pan American and is studying Computer Information Systems.



The Honorable Kathryn Whitmire, Mayor of Houston, was a guest on the program La Voz del Pueblo, with Host Raul Feliciano Sánchez. Dr. Arturo Sánchez served as interpreter. Shown is Dr. Arturo Sánchez, Mayor Kathryn Whitmire, and Raul Feliciano Sánchez.



During a recent visit to Houston, the Honorable Jaime Ojeda, Spanish Ambassador, was interviewed by News Reporter Raul Feliciano Sánchez. Ambassador Ojeda was in Houston for the inauguration of the Houston Spanish Book Fair at the Institute of Hispanic Culture. Ambassador Jaime Ojeda and Raul F. Sánchez.

KLAT celebrated the Independence of Mexico, Central America, and Chile with a festival held at the Astro Hall on Sunday, September 8. An enthusiastic crowd of more than 72,000 people enjoyed a variety of musical entertainment provided by Tierra Firme, Los Intocables, Los Famosos del Bravo, and La Mafia. In addition, the Mariachi 2000 provided marvelous accompaniment to the lively folklorico melodies of Rosendo Villa. Guadalupe Pineda, famous international star, entertained the crowd with her romantic boleros and golden oldies. Aniceto Molina performed Colombian songs, and Jose Javier Solis romanced his fans with his ballads. Lalo y Sus Descalzos played tropical melodies, and Banda Revelacion was the closing act. Masters of Ceremony included KLAT Announcers Samuel Perez Cordova, Antonio Hernandez, Martha Pruneda, Alberto Collazo (El Tio Pancho), and Gloria Regil.

KLAT celebró la Independencia de México, Centro América y Chile con un festival en el Astro Hall el domingo 8 de septiembre. Una multitud entusiasta de más de 72,000 personas disfrutaron de una variedad musical proporcionada por Tierra Firme, Los Intocables, Los Famosos del Bravo y La Mafia. Además el Mariachi 2000 ofreció un gran acompañamiento para las melodías folclóricas y llenas de vida de Rosendo Villa. Guadalupe Pineda, famosa estrella internacional, entretuvo al auditorio con sus boleros románticos y canciones de nostalgia. Aniceto Molina cantó canciones de Colombia y José Javier Solis dió serenata a sus admiradores con sus baladas. Lalo y sus descalzos tocaron melodías tropicales y Banda Revelación cerró la actuación. Los maestros de Ceremonia incluyeron a los locutores de KLAT Samuel Pérez Córdova, Antonio Hernández, Martha Pruneda, Alberto Collazo (El Tío Pancho) y Gloria Regil.



Dr. Frank Petruziel, the new Superintendent of the Houston Independent School District, outlined his blueprint for restructuring the school district and for improving public education in Houston on La Voz del Pueblo. The program was conducted bilingually with Dr. Arturo Sánchez providing translations. Program Host Raul Feliciano Sánchez, Dr. Frank Petruziel, and Interpreter Dr. Arturo Sánchez.



José Javier Solís



La Mafia



Ancieto Molina y La Luz Roja de Los Marcos



Guadalupe Pineda



CHERYL COPPERWHEAT

Cheryl Copperwheat joined the Sales Department of KLAT as a new Account Executive. A native of Dallas, Cheryl graduated from Irving High School and has experience in management and sales of temporary and permanent placements. Cheryl is married with four children.

Cheryl Copperwheat se integró al Departamento de Ventas de KLAT como ejecutiva de cuentas. Oriunda de Dallas, Cheryl se graduó de Irving High School y tiene experiencia en la administración y ventas de empresas dedicadas a ofrecer empleados temporarios y permanentes. Cheryl es casada y tiene cuatro hijos.

KLAT's Direct Marketing Department recently added Julio Arango as a Account Representative. Formerly the Consul General of El Salvador in Houston, Julio has sales experience with the magazine Carnaval de San Miguel and also in print sales in Central America.



JULIO ARANGO

El Departamento de Mercadeo Directo de KLAT contrató recientemente a Julio Arango como Representante de Cuentas. Anteriormente era el Cónsul General de El Salvador en Houston, Julio tiene experiencia en ventas con la revista Carnaval de San Miguel y también en ventas de medios impresos en Centro América.

Well-known Salvadoran Radio Announcer Ruth Pineda returned to KLAT. Ruth previously hosted the program Salvadoran Hour on KLAT. In her new capacity, Ruth is as an Announcer on the weekends.

La destacada locutora Salvadoreña Ruth Pineda, ha regresado a KLAT. Antes Ruth era la anfitriona del programa La Hora Salvadoreña en KLAT. Su nueva responsabilidad es como locutora de fin de semana.

Dick Ryan joined KLAT's Direct Mar-



RUTH PINEDA



DICK RYAN

keting Department as Account Representative. A very experienced print sales representative, Dick previously worked at Houston Digest, a direct mail publication of 300,000.

Dick Ryan se une al Departamento de Mercadeo Directo de KLAT como Representante de Cuentas. Con mucha experiencia en la venta de medios impresos, Dick trabajó en el Houston Digest, una publicación de correo directo de 300,000 ejemplares.

The Communicator is published quarterly by the Tichenor Media System, Inc., McHenry T. Tichenor, Jr., President.

Editor Tracey Medley

Translation Cinco Media Communications

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